From: JMORGAN --MSMPMU01 Date and time 95/01/26 16:22:56

From: Morgan, Jim on Thu, Jan 26, 1995 4:22 PM
Subject: SALES COMPARISONS
To: Bible, Geoff - PROFS

Following up on our discussion of appropriate comparisons for Nielsen share figures, I had a discussion with the brain trust. We would like to serve up the following comparisons for awhile to see if we all get comfortable that they reflect the business:

Quarter to date versus 4th Quarter 94 (46.4 total PM)

Year to date versus full year 94 (46.2 total PM)

Hopefully, you will find these to be useful comparisons since they generally reflect the comparisons we use in our financial reports to the public.

To Barbara Weinstein,
FYI
per our discussion,
Carolyn

Jim
That's fine; but, comes
someone also do for me
a separate little "one — pager"
versus a base of Dec. 94,
Please.
Cheers 1/26

2045369000

GCB
Will do -- but you'll have to remember that Dec '94 shares are way above our 95 targets for Marlboro

	Dec 94	95 OB
TOTAL PM	46.92	47.0
MARL	29.97	29.6

Source: https://www.industrydocuments.ucsf.edu/docs/lgfj0004